

How to Use Social Media and Institutional Web Presence to Highlight A/I Relating to Fellowship Programming and Beyond

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Disclosures

- Social Media Medical Editor – American Academy of Allergy, Asthma and Immunology
- Consultant – ARS Pharmaceuticals, Before Brands, Novartis
- Associate Editor – Annals of Allergy, Asthma and Immunology
- Honoraria – ACAAI, AAP, AAAAI
- Non-financial:
 - Member – Joint Task Force on Practice Parameters for Allergy and Immunology
 - Member – Board of Regents, American College of Allergy, Asthma and Immunology



Learning Objectives

Produce social media and institutional web presence to highlight A/I fellowship training

Dave's Objectives

- Offer thoughts on social media best practices
- Explore options for how A/I fellowships can "beef up" our web presence
- Time for Q & A and specific advice



New Paradigms in the Management of Allergic Disease – Focus on Biologics

March 8, 2020

AAAAI Cancels the 2020 AAAAI Annual Meeting

After continuous monitoring of the evolving situation with the coronavirus disease 2019 (COVID-19), the American Academy of Allergy, Asthma & Immunology (AAAAI) is announcing today that it has made the decision to cancel its 2020 Annual Meeting that was scheduled to take place March 13-16 in Philadelphia, Pennsylvania.

<https://www.aaaai.org/Legacy/Announcements/COVID-March-8#:~:text=After%20continuous%20monitoring%20of%20the,%2D16%20in%20Philadelphia%2C%20Pennsylvania.>



<https://www.whitehouse.gov/briefings-statements/remarks-president-trump-address-nation/>
March 11, 2020

 **Tom Hanks** 
@tomhanks 

Hello, folks. Rita and I are down here in Australia. We felt a bit tired, like we had colds, and some body aches. Rita had some chills that came and went. Slight fevers too. To play things right, as is needed in the world right now, we were tested for the Coronavirus, and were found to be positive.

Well, now. What to do next? The Medical Officials have protocols that must be followed. We Hanks' will be tested, observed, and isolated for as long as public health and safety requires. Not much more to it than a one-day-at-a-time approach, no?

We'll keep the world posted and updated.

Take care of yourselves!

Hanks!



1.07M 9:14 PM - Mar 11, 2020 

<https://time.com/5801534/tom-hanks-rita-wilson-coronavirus/>

Los Angeles Times

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SPORTS



NBA suspends season indefinitely over coronavirus pandemic

<https://www.latimes.com/sports/story/2020-03-11/nba-suspends-season-indefinitely-over-coronavirus-pandemic>
March 11, 2020



WELL, WELL, WELL. I GUESS WE'RE ABOUT TO FIND OUT WHICH MEETINGS COULD HAVE BEEN EMAILS AFTER ALL



NRMP supports AAMC interview guidance for 2022-23 residency selection cycle


May 16th, 2022

<https://www.nrmp.org/about/news/2022/05/nrmp-supports-aamc-interview-guidance-for-2022-23-residency-selection-cycle/>

1. Programs should conduct virtual interviews for all applicants (including local applicants) for the 2022-23 cycle.
2. Hybrid interviewing within the same program is strongly discouraged for the 2022-23 cycle.
3. Programs should share their interviewing plans with applicants clearly and early, preferably when application requirements are released.
4. Programs should prepare for the interview cycle by reviewing resources on anti-bias practices, best practices in creating and implementing virtual interviews, and creating tools for recruiting in a virtual context.
5. Organizations should commit to collaborative research to explore key aspects and outcomes of in-person and virtual interviews.

<https://www.nrmp.org/about/news/2022/05/nrmp-supports-aamc-interview-guidance-for-2022-23-residency-selection-cycle/>

What Does the Future Hold?

	100% in person	<ul style="list-style-type: none">• Interpersonal communication• Visit city/program
	Hybrid	<ul style="list-style-type: none">• Best of both worlds• Can pick and choose
	100% virtual	<ul style="list-style-type: none">• Equitable• Less expensive• We made it this far



Article [Talk](#)

Disruptive innovation

From Wikipedia, the free encyclopedia

“An innovation that *creates* a new market and value network and eventually *disrupts* an existing market and value network, *displacing established* market-leading firms, products, and alliances.”

https://en.wikipedia.org/wiki/Disruptive_innovation

Disruptive Innovation is All Around Us

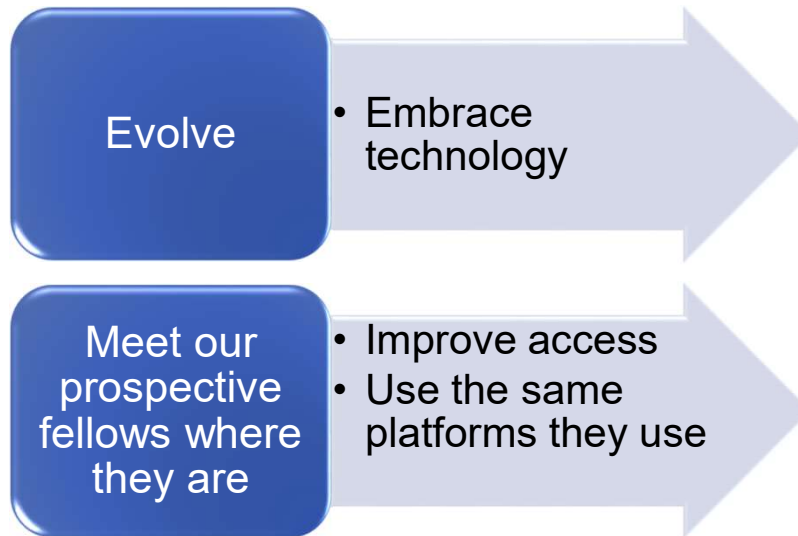


The Disruption Has Already Been Happening...Whether You Like it or Not



Source: elenabsi / Shutterstock

If We Want To Stay Relevant, We Need To:



The screenshot shows the SDN website interface. At the top is the SDN logo and a navigation bar with links for Forums, Resources, Calculators, Articles, Professions, About, and a Donate button. Below the navigation bar is a breadcrumb trail: Forums > Physician and Resident Communities (MD / DO) > Internal Medicine and IM Subspecialties > Other Subspecialties >. The main title of the forum post is "Official 2022-2023 Allergy & Immunology Fellowship Application Cycle". Below the title is a pagination bar with buttons for 1, 2, 3, 4, and Next. The first post is dated Jul 17, 2022, and includes a small image of hands. The text of the post reads: "Hey everyone! This is for anyone that is applying for A&I fellowship. We can keep track of interview invites and help each other through this process. Good luck!"

<https://forums.studentdoctor.net/threads/official-2022-2023-allergy-immunology-fellowship-application-cycle.1466652/>

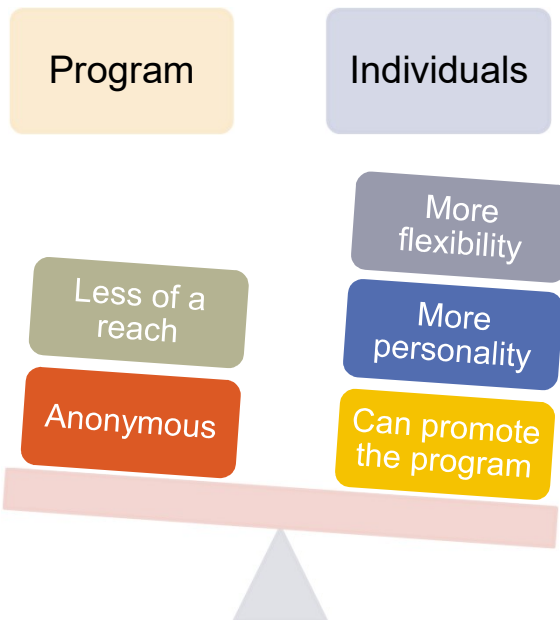
What is Social Media?

- An out of control train that was created for the sole purpose of keeping people engaged as long as possible
- But...whether you love it or hate it, it's not going away

Before We Go Any Further...



Our Experience...



Instagram

Search Log In Sign Up

nchpedsresidents Follow

307 posts 1,787 followers 771 following

Nationwide Childrens Residents
 Columbus, OH
www.nationwidechildrens.org/for-medical-professionals/education-and-training/residency-pr...

COVID vaccine Match Day 20... Day in the Life Dr. King Dr. Treinen Chiefs 2020-21 Dr. Chen

POSTS REELS TAGGED

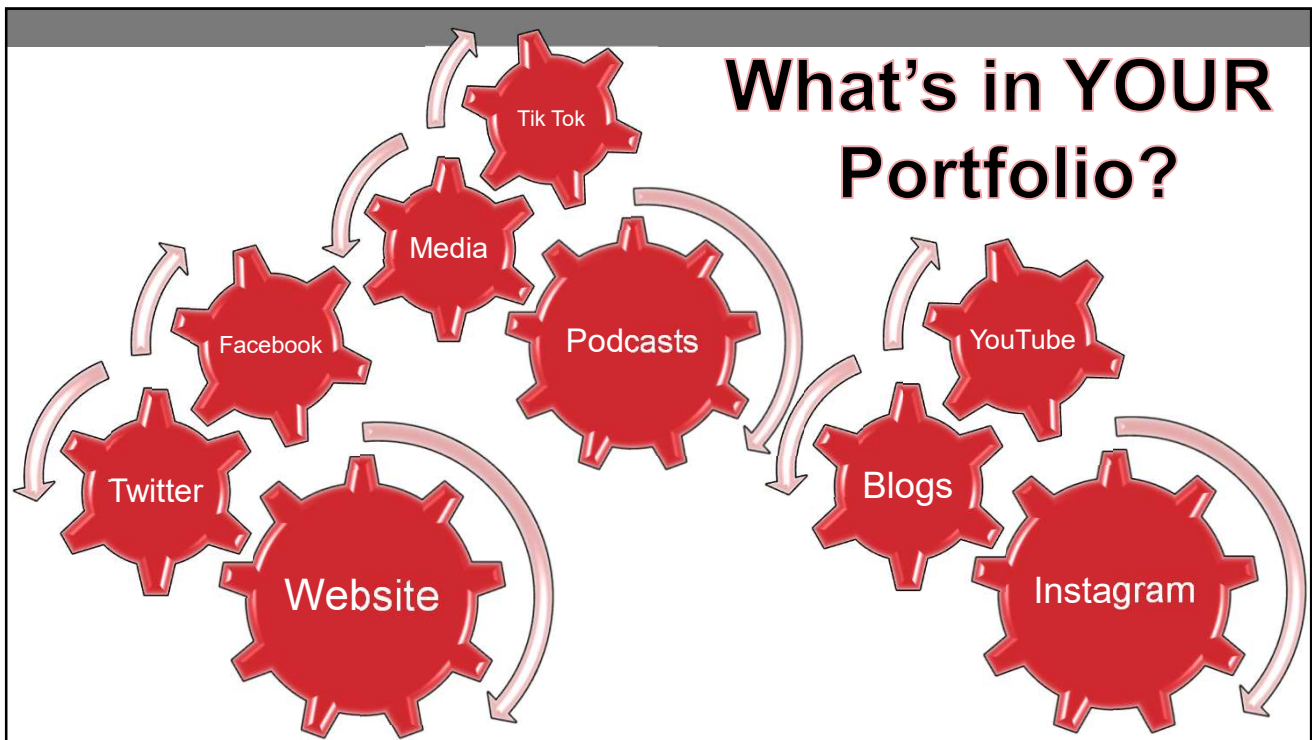
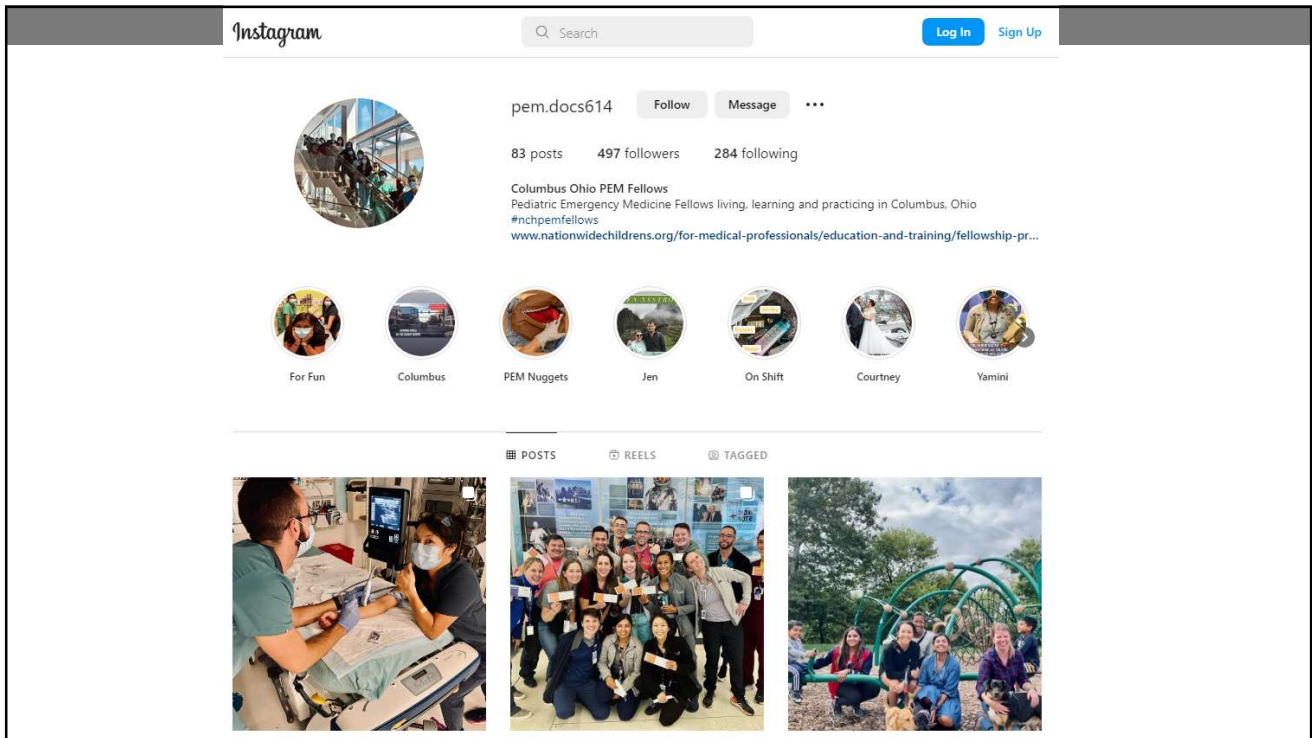
... [Message] [Share] Following

Nationwide Children's Fellowship Programs
 @NCHforFellows Follows you

The official Twitter account of the Fellowship Programs at @nationwidekids. A leader in medical education.

Columbus, Ohio nationwidechildrens.org/fellowship-pro...
 Joined July 2020

187 Following 533 Followers



Strategies for Social Media Success

- How are you going to present yourself?
- Think about your handle very carefully
- Who is responsible for updating content and replying
 - Nothing worse than an inactive user
- What is the reason for joining social media?



NATIONWIDE CHILDREN'S
When your child needs a hospital, everything matters.™

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HCSM

Healthcare Communications & Social Media Curriculum

Join us for a **FREE** #HCSM curriculum specifically designed for healthcare providers!

Learn the basics of identifying a target audience and writing effective evidence-based messages. We cover best practices for engaging with Facebook and Twitter, along with professional networks such as LinkedIn and Doximity. Discover the history of HCSM as you acquire new blog-writing skills and explore the ins and outs of podcast production and digital CME creation. Learn to save time and adjust course with digital tools and metrics. And find out how other healthcare providers and medical researchers are using digital communication—every day—to reach millions of patients, families and colleagues with life-changing information.

Jump in and start listening now!

THE PODCAST MODULES

- 01 – [Introduction to Healthcare Communications and Social Media \(HCSM\)](#)
- 02 – [Crafting Focused Messages for Target Audiences](#)
- 03 – [Facebook](#)
- 04 – [Twitter](#)
- 05 – [Google+, Tumblr, Pinterest, Instagram, Periscope](#)
- 06 – [LinkedIn, ResearchGate, Doximity, Sermo](#)
- 07 – [Writing Articles & Blog Posts](#)
- 08 – [Podcast Production](#)
- 09 – [Digital CME Creation](#)
- 10 – [Digital Tools & Metrics](#)
- 11 – [HCSM Research](#)
- 12 – [Putting it All Together](#)

These are also available in most places podcasts are found. Simply search for "PediaCast CME HCSM."

<https://www.pediastcme.org/hcsm/>



Book | © 2019

Social Media for Medical Professionals

Strategies for Successfully Engaging in an Online World

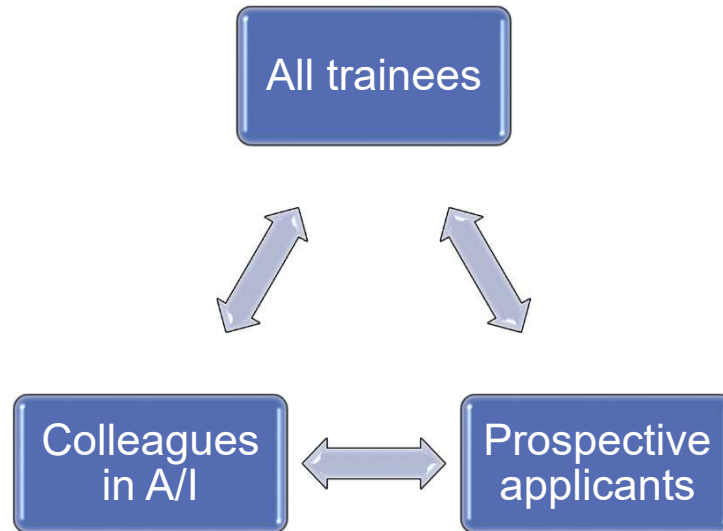
Authors: [David R. Stukus](#), [Michael D. Patrick](#), [Kathryn E. Nuss](#)

Access via your institution 

<https://link.springer.com/book/10.1007/978-3-030-14439-5>



Who Is Your Target Audience?



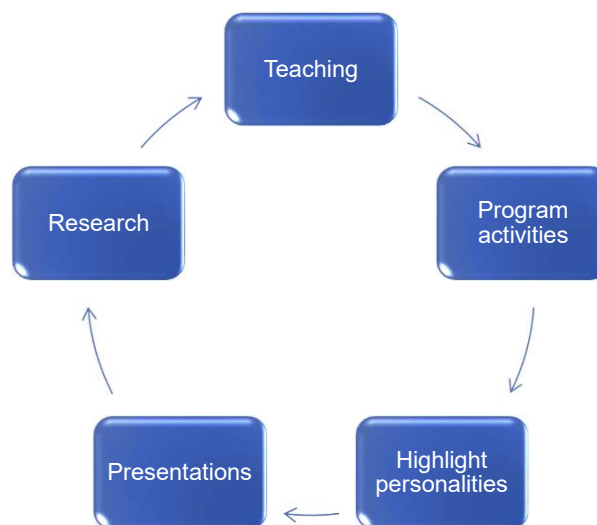


allergy immunology fellowship



Consider: Search engine optimization!

What Is Your Message?



Virtual Tours

THE OHIO STATE UNIVERSITY
COLLEGE OF MEDICINE

Allergy and Immunology Fellowship

Source: <https://medicine.osu.edu/departments/otolaryngology/education/fellowship>

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THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER

Tour the Wexner Medical Center | Why Choose Ohio State | See Nationwide Children's Hospital

Allergy Clinic

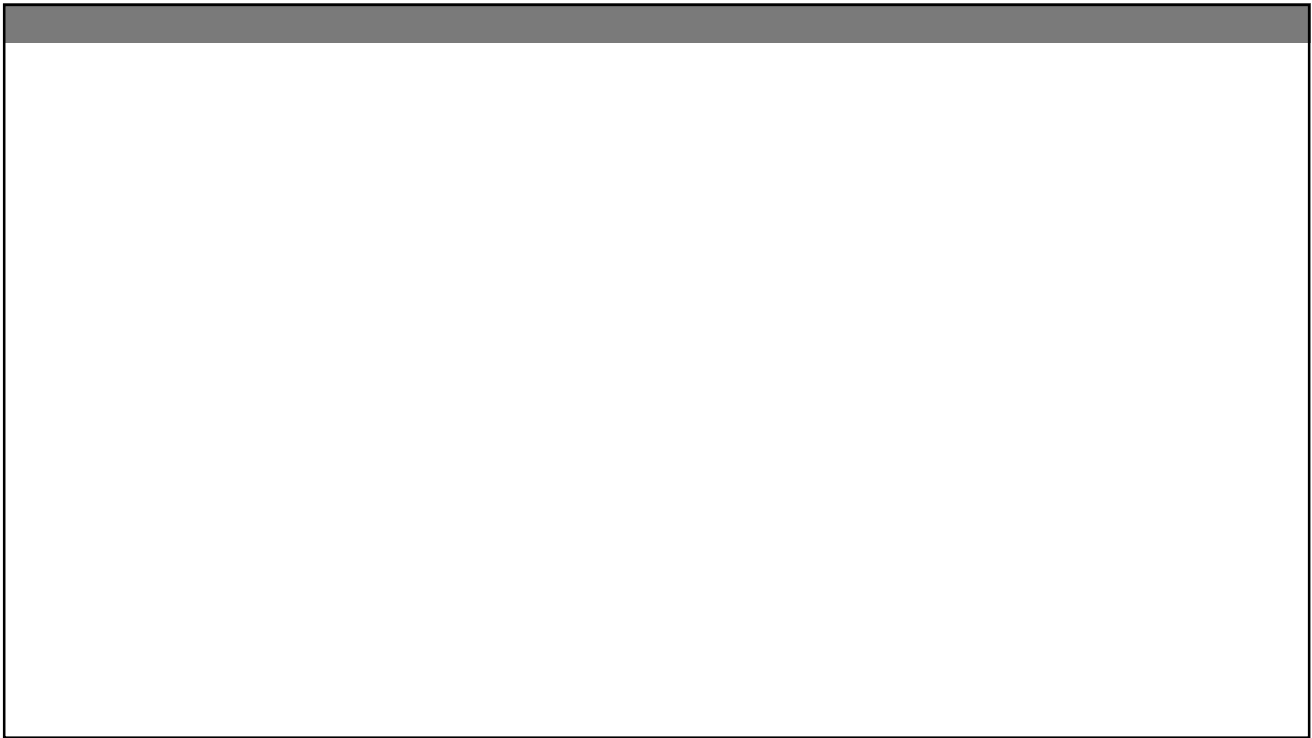
Information

This is our allergy and immunology clinic at The Ohio State University where our fellows spend the majority of their clinical time on their adult rotations. Our allergy and immunology fellows spend approximately 50% of their time in clinical activity, and out of the clinical time 50% is spent at Ohio State and 50% is spent at Nationwide Children's Hospital. The allergy clinic is off-site at Ohio State, but only a short, 5-minute drive from the hospital for any consults that need to be seen in person. The clinic is located on the same floor as ENT, which helps to coordinate care for our many shared patients. In our clinic, we see a diverse set of clinical problems, ranging from common diagnoses, such as allergic rhinitis and drug allergy, to extremely rare immunologic disorders. As a fellow, you will see this entire breadth of patients, not only in the attendings' clinics, but also

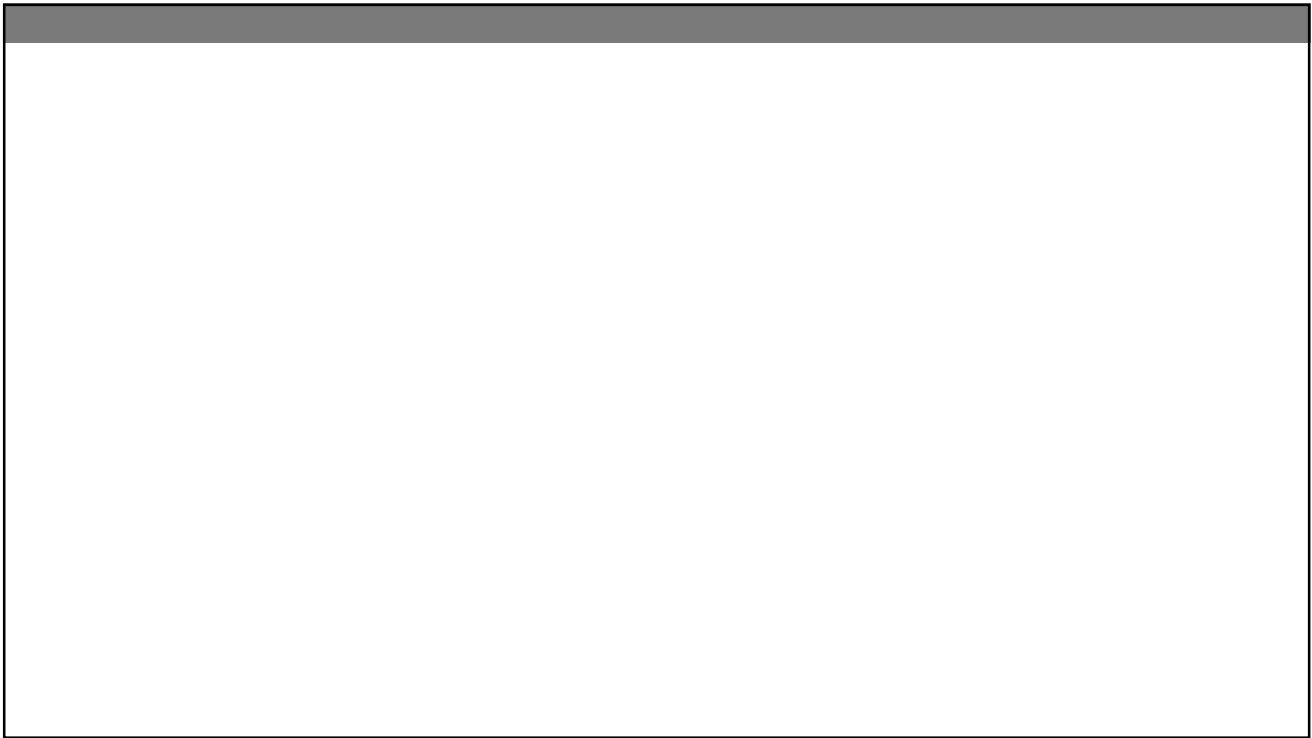
EEI Conference Room

BACK 1 OF 3 NEXT

PRIVACY POLICY TERMS OF SERVICE CONCEPT



Highlight Your Program



MAYO CLINIC COLLEGE OF MEDICINE AND SCIENCE

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Allergy and Immunology Fellowship (Minnesota)

Overview Application Process Curriculum Department and Faculty Meet Our Fellows Fellow Life Alumni

Alumni



Alumni of the Allergy and Immunology Fellowship program in Rochester, Minnesota, have gone on to practice, teach, and conduct research across the United States.

Contact

Miguel Park, M.D.
Program Director

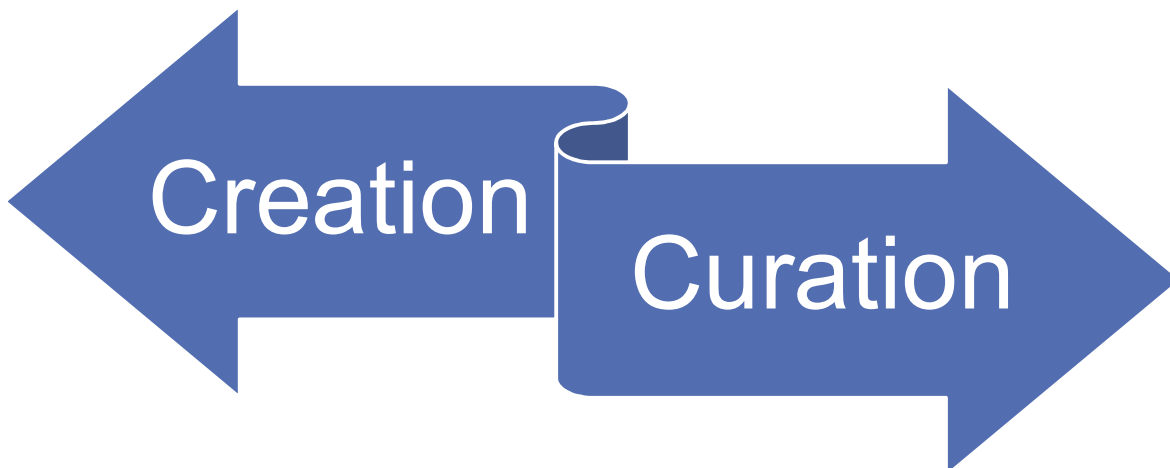
Kimberly Erickson
Education Coordinator
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Think Like Your Audience



- Use search engines to look for information related to your platform(s)
- Search social media channels for hashtags and content
- Check out what everyone else is doing

Content



Sources of Information to Curate & Share

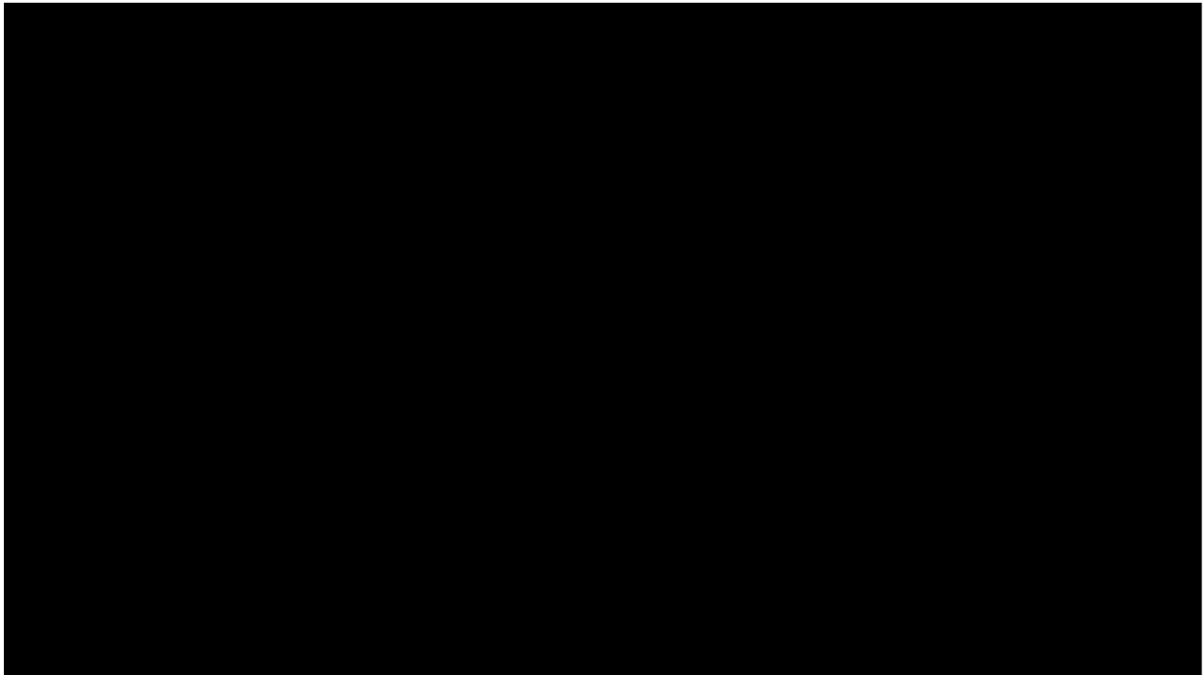
- Professional organizations
- Infographics
- Media reports
- Research studies
- Articles from vetted online resources
- Research from your program

Blog Posts

The screenshot shows a website header for Nationwide Children's. On the left is the logo with the text "NATIONWIDE CHILDREN'S". On the right are icons for search, phone, and a menu. Below the header is a navigation bar with three buttons: "Locations" (with a location pin icon), "Emergency" (with a truck and cross icon), and "Urgent Care" (with a bandage icon). Below the navigation bar is a blog post snippet with the text "700 Children's® – A Blog by Pediatric Experts" and "Posts About Allergies & Asthma". At the bottom left of the snippet is the text "Source:" followed by a partially visible URL "https://www.nationwidechildrens.org/family". At the bottom right of the snippet is an "Edit" button.

Share Visuals

- Social media is a visual medium
- Infographics
- Pictures from didactics, presentations, etc
- Videos



Advocacy

- Great way to raise awareness
- Promote hashtags and awareness days/weeks through your program's account
- Topical
- Get involved in online journal clubs, Twitter chats, etc

Dave's Secret to Building a Following

**Provide
Valuable
Content**

Bringing It All Together

- Curating an impactful presence on social media as a training program is an essential part of today's world
- Consistent effort with purposeful strategies = increased following over time
- YOU determine how involved you want to be...and always revisit your purpose and return on investment



<https://theconversation.com/how-3-prior-pandemics-triggered-massive-societal-shifts-146467>



Final Thoughts

- We are living in a time of disruption
- Many questions remain regarding what happens next
- Only some parts of the old model will fit with the future model
- Change is hard
- Progress is uncomfortable...inevitable
- Many will resist change...they always have and always will

Thank You

